To: Reuter, Diane E.
*P Division, Account_, Key_Acco, Guaneri, Retail_m, Mchugh, Orourke
From: Young, Mark
Edited: 2/9/98 8:25
Subject: Salem 800# comments:

Managers,

Enclosed is the recap for customer calls to Winston-Salem re: New Salem, for the week ending 2/6/98. As with the last couple of reports, the number of calls is dropping weekly from the Salem smokers, and we're beginning to get a few competitive smokers to call in with their opinion on new Salem.

Mark

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Source: https://www.industrydocuments.ucsf.edu/docs/zjdp0000

Salem NY Test Market Comments Report
Week Ending February 6, 1998

Pid	City	State	Usual Brand_Desc	Sex	Age	Text	Brand Style Calling About
257020755	TARRYTOWN	NY	SALEM	M	51	insists that we changed the cig when we changed pk. says will go back to Newport.	SALEM FF 100S SP
287765856	BRONX	NY	SALEM	F	36	SAYS THE NEW BLEND IN THE BOX IS TOO STRONG.	S... SALEM LIGHTS 100S FLIPTOP BOX
320727441	FARMINGDALE	NY	SALEM	M	34	WHAT IS GREEN CIGARETTE FOR ... not negative.	S... SALEM FF SLIDE BOX
320728117	UNION	NJ	PARLIAMENT	M	25	JUST WANTED TO KNOW WHAT GREEN CIGARETTE IS... positive.	S... SALEM FF SLIDE BOX
320728368	CORAM	NY	SALEM	M	80	just doesn't like the taste...said that he has been smoking Salems since they came out...wants the previous Salems back...says they have too much menthol...	SALEM ULTRA LIGHTS 100S SP
320729267	CENTRAL ISLIP	NY	SALEM	F	42	green cig....loves the taste...brown tipping is really different.	S... SALEM FF 100S FLIPTOP BOX
320765996	NEW YORK	NY	SALEM	F	50	She does not like the new Salem Box & Slide Box, it tastes different.	S... SALEM LIGHTS SLIDE BOX
320766117	NEW YORK	NY	NEWPORT	F	31	What is the green cigarette... competitive smoker likes Salem, not as strong as Newports... yes.	S... SALEM FF SLIDE BOX
321037893	BRONX	NY	SALEM	F	49	what is the green cigarette.... usual brand reg Salem.	S... SALEM FF SLIDE BOX
321294263	NEW YORK	NY	MARLBORO	F	29	Likes the Salem cigs. Much milder menthol than her Marlboros.	S... SALEM FF SLIDE BOX
856719787	BROOKLYN	NY	SALEM	F	48	reg. style is soft	S... SALEM FF SLIDE BOX
917825480	STATEN ISLAND	NY	MISTY SLIMS	F	38	She switched from Salem Ult Lts to Misty. Her husband got her the Salem Lts Slide Box, really likes the new menthol taste	S... SALEM LIGHTS SLIDE BOX
871248396	JERSEY	NJ	SALEM	F	43	Likes the new Slide Box style - Reg Salem smoker - next catalog inquiry	S... SALEM FF SLIDE BOX
268127596	NEW HYDE PAR	NY	VIRGINIA SLIMS	F	45	Said she would be switching from VA Slims to Salem Slide Box. Likes the box and taste and also wanted info on gm cig	S... SALEM LIGHTS SLIDE BOX
531772773	BROOKLYN	NY	SALEM	M	59	Dislikes new Salem 100 Box, taste is awful;	S... SALEM FF 100S FLIPTOP BOX

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